

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BRABENDER COX	Rep Firm	
Advertiser	() .HOEKSTRA FOR SENATE		1218 GRANDVEIW AVE, 1ST FLOOR	Sales Office ()	PHILADELPHIA
Product	HOEKSTRA FOR U.S.		PTTSBURGH, PA 15211	Salesperson ()	IAN AMBRON
Estimate#		Agency C/P1/P2/E			
Buyer	LIZ BRADENDER	Flight Dates	10/22/2012 - 10/30/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SENATE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	11P-1135P	NEWS	:30	\$900.00	10/23-10/26	3	1	3	\$2,700.00	
		Buyline Comment: 1X NA 10/26 - MKGD ON SEP LINES										
	2	TU-TH	6A-7A	NEWS	:30	\$400.00	10/23-10/25	3	1	3	\$1,200.00	
	3	M-TU	6A-7A	NEWS	:30	\$400.00	10/22-10/23	2	1	2	\$800.00	
	4	W-F	7A-9A	TODAY SHOW	:30	\$650.00	10/24-10/26	3	1	3	\$1,950.00	
	5	TU-TH	12P-1P	NEWS	:30	\$225.00	10/23-10/25	3	1	3	\$675.00	
	6	M-TU	12P-1P	NEWS	:30	\$225.00	10/29-10/30	2	1	2	\$450.00	
	7	TU-F	5P-530P	NEWS	:30	\$675.00	10/23-10/26	4	1	4	\$2,700.00	
	8	TU	5P-530P	NEWS	:30	\$675.00	10/23-10/23	1	1	1	\$675.00	
	9	M,W,F	530P-6P	NEWS	:30	\$675.00	10/22-10/26	2	1	2	\$1,350.00	
		Buyline Comment: 1X NA 10/26 - MKGD ON SEP LINES										
	10	M	530P-6P	NEWS	:30	\$675.00	10/29-10/29	0	0	0	\$0.00	
		Buyline Comment: 1X NA 10/29 - MKGD ON SEP LINES										
	11	M-TU,TH-F	6P-630P	NEWS	:30	\$1,125.00	10/22-10/26	4	1	4	\$4,500.00	
	12	TU	6P-630P	NEWS	:30	\$1,125.00	10/30-10/30	1	1	1	\$1,125.00	

Last Received: 12/02/2012 7:31 PM
Showing Buylines: All Lines

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Fax#	

Agency () BRABENDER COX
1218 GRANDVEIW AVE, 1ST FLOOR
PTTSBURGH, PA 15211

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Agency C/P1/P2/E

Flight Dates 10/22/2012 - 10/30/2012

Salesperson Phone# 215-567-6005

Hiatus Weeks

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	13	TU-W,F	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/23-10/26	2	1	2	\$600.00	
		Buyline Comment: 1X NA 10/26 - MKGD SEP LINES										
	14	M	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	15	SA	6P-630P	NEWS	:30	\$400.00	10/27-10/27	0	0	0	\$0.00	
		Buyline Comment: 1X NA 10/27 - MKGD SEP LINES										
	16	SA	9P-10P	ENCORE	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	17	SU	7A-8A	NEWS	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
	18	SU	6P-7P	NEWS	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	19	M-TU	7A-9A	TODAY SHOW	:30	\$650.00	10/29-10/30	2	1	2	\$1,300.00	
	20	M-TU	11P-1135P	NEWS	:30	\$900.00	10/29-10/30	1	1	1	\$900.00	
	21	M	530P-6P	530-6P	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
		Buyline Comment: PART OF MKGD PACKAGE										
	22	M	7A-9A	TODAY SHOW	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
		Buyline Comment: PART OF MKGD PACKAGE										
	23	F	5A-6A	5A NEWS	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
		Buyline Comment: PART OF MKGD PACKAGE										
	24	F	430A-459A	430A NEWS	:30	\$50.00	10/26-10/26	1	1	1	\$50.00	
		Buyline Comment: PART OF MKGD PACKAGE										

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---REPORT TOTALS---

Report Totals: 41 / \$25,525.00

---SALES MONTHLY TOTALS---

Oct 12:	32 / \$18,800.00	Nov 12:	9 / \$6,725.00
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Sales Totals: 41 / \$25,525.00
Station Totals: 41 / \$25,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$82,153	CATV	0%	WOOD	31%	WOTV	1%	WWT	35%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	21%				

---COMPETITIVE COMMENTS---

*UPDATED

Books	null
Demos	RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE